



COMMUNITY OUTREACH and MARKETING SUPERVISOR

Purpose:

To actively support and uphold the City's stated mission and values. To supervise the Community Outreach/Marketing Section and oversee the development of transportation marketing, community outreach, public involvement and public information strategies in accordance to the City's mission and values.

Supervision Received and Exercised:

Receives general direction from the Deputy Public Works Manager - Transportation.

Exercises direct supervision over professional staff.

Examples of Duties:

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Duties may include, but are not limited to, the following:

- Supervise and oversee coordination of transportation public information program. Responsible for media relations, including serving as liaison with media; approving, editing and preparing press releases and conducting media interviews; providing public information both proactively and in response to information requests.
- Plan and supervise the Transportation Division's communications, advertising, public relations, public information and public involvement plans. Ensure that all projects comply with the City's Mission and Values.
- Oversee and supervise preparation, revision, and administration of annual marketing/communications budget. Review and approve cost estimates for budget recommendations and justification for budget items.
- Oversee and approve bid specification preparation; and make recommendations for bid awards. Oversee and manage administration of

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contracts with professional consultants and other contractors in the areas of marketing, public relations, advertising, and special events.

- Oversee coordination of the production and distribution of a wide variety of printed and electronic materials, including oversight of web pages, annual reports, and public information collateral materials.
- Develop and maintain relationships with a variety of community organizations and stakeholders, including the business community, Arizona State University, school districts, Tempe Chamber of Commerce, Tempe Convention and Visitors Bureau, Downtown Tempe Community.
- Serve as marketing, public involvement and information liaison with a variety of regional and state agencies, including Regional Public Transportation Authority, Valley Metro Rail, Maricopa Association of Governments, state and federal agencies.
- Serve as staff liaison and/or provide staff support to advisory boards, commissions, and committees, including the Transportation Commission, Bicycle Advisory Committee and other city boards.
- Prepare written and oral reports for the City Council on transportation related items.
- Oversee administration of the City's compliance with the Maricopa County Trip Reduction Program.
- Select, train and evaluate staff; provide or coordinate staff training; work with employees to overcome challenges and develop improvement plans; empower employees to ensure that they most effectively contribute to the City's Mission and Values.
- Perform related duties as assigned.

Experience and Training Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. The hiring department may include job related experience, training or license and certification preferences at the time of recruitment. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of increasingly responsible public relations and/or marketing experience, including two years of supervisory and program development responsibilities.

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Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communication, journalism, advertising, public administration, or a related field.

Licenses/Certifications:

May require the possession of, or ability to obtain, an appropriate, valid Arizona driver's license.

This position is included in the City's classified service, pursuant to City of Tempe Personnel Rules and Regulations, Rule 1, Section 103.

Job Code: 0810

FLSA: Exempt